

ISF *NORTH AFRICA*

المعرض الدولي للرياضة واللياقة البدنية

7 - 9 March 2019

The Olympic Center for Training National Teams, Maadi, Cairo, Egypt

2019 EVENT BROCHURE



North Africa's largest
trade exhibition for
Sports and Fitness

In partnership with the
Egyptian Ministry of Youth & Sports

www.isf-northafrica.com

Welcome to International Sports & Fitness North Africa 2019

Dear Industry Colleagues,

We are pleased to announce International Sports & Fitness North Africa as a new event added to our growing International Sports & Fitness Portfolio that runs in UAE, Kuwait and Saudi Arabia.

International Sports & Fitness North Africa is the largest international trade show dedicated to sports and fitness industries in the region happening on 7-9 March 2019 at The Olympic Center for Training National Teams, Cairo, Egypt, in partnership with the Egyptian Ministry of Youth & Sports.

ISF North Africa brings together local and international exhibitors to showcase products such as Outdoor, Urban, Team, Fitness & Health, Facilities and Combat, attracting thousands of visitors from around the Middle East & African regions.

“Egypt has a population of 95.84 million, the largest in North Africa and third largest in the continent. Due to its growing population, the demand for sports and fitness products and services soars paving way for construction of new hotels, fitness clubs, sports centres and retail stores for sports and fitness, part of the country’s investment budget of US\$ 40 billion.”..

We would like to invite you to participate at International Sports & Fitness North Africa 2019 to have a share in North Africa’s billion-dollar sports and fitness markets.



Jeano Pangan
Group Director – Middle East & Africa
International Sports & Fitness



Show Information & Figures

Bringing the North Africa's Sports and Fitness industries together

International Sports & Fitness (ISF) North Africa is the largest international trade show dedicated to sports and fitness industries in the Middle East on 6-8 February 2019 at The Olympic Center for Training National Teams, Maadi, Cairo, Egypt, part of the global ISF event portfolio.

ISF North Africa will bring together decision makers and professionals in the sports and fitness sectors from around the North Africa region to do business.

ISF North Africa also features a unique Buyers Concierge - featured area for pre-selected buyers and distributors who will be attending the event to help find the right products or services and introduce them to exhibitors at the event.

Our Live Media Centre at the event offers press and media the opportunity to take part of the event through live interviews, publications, event coverage and press releases.

Be part of ISF North Africa 2019, inquiring about exhibiting and our different sponsorship opportunities today.

In partnership with

وزارة الشباب والرياضة
MINISTRY OF YOUTH AND SPORTS



Organised by


International Exhibitions


EXHIBITIONS

SHOW STATS

2,400 m²
Exhibition Space

200+
Exhibitors & Brands

6,000+
Trade Visitors

1,000+
Products on display

30+
Countries
Represented

3
Conferences

Exhibiting

Where the North Africa's sports, and fitness markets do business

International Sports & Fitness North Africa is 100% B2B trade show - it offers an unparalleled networking event to tap into the region's billion-dollar sports and fitness markets all in one place. Every year, hundreds of deals are being signed during and after our International Sports & Fitness Portfolio, proving that our events are important marketing platforms for local and international companies to win deals and obtain new businesses.



Benefits of exhibiting

Business deals at the palm of your hand. We take it serious when it comes to bringing in onsite and pre-selected buyers for our exhibitors to network with and land long-term business during and after the event.

NETWORKING OPPORTUNITIES

Meet 6,000+ decision makers, professionals and end-users from the sport and fitness industries to do business with

MARKET LEADERS

Re-affirm Your position as a leading product supplier or service provider in the region

GENERATE SALES

Sell onsite and close long term deals there and then during the event

FIND BUYERS

Find actual buyers of your products and services before, during and after the event through our Pre-scheduled meeting service and Buyer's Concierge.

LAUNCH NEW PRODUCTS

Launch new sports or fitness products, technology or services to a captive audience

EXPAND INTO A NEW REGION

Expand your business in the Middle East or African regions through local partnership and distribution



Book your exhibition space today, contact us at:
isfnorthafrica@atexinternational.com

Show Segments

International Sports & Fitness (ISF) North Africa features over 200+ exhibitors and brands showcasing the latest equipment, technology and trends for the sports and fitness markets. The show floor is uniquely divided into segments to help attendees find the right products and services that are important to them.



Outdoor Sports

Climbing, hiking, biking, fishing, swimming, diving, swimming pools, accessories, wake boarding



Urban Sports

Sportswear, fashion, street sports, lifestyle brands, gadgets and retail



Team Sports

Sporting goods, equipment, products, uniforms, clothing, accessories, sports tourism



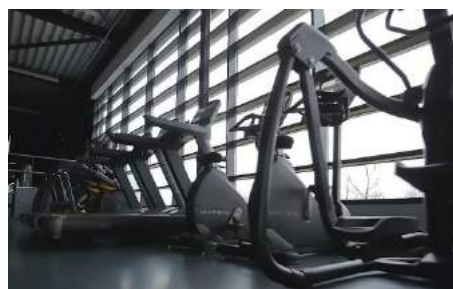
Combat Sports

Mixed Martial Arts, goods, equipment, clothing, accessories



Fitness & Health

Gym equipment, fitness technology and products, EMS, physiotherapy, rehabilitation, supplements



Facilities

Facilities management, furniture, flooring, lighting, build and design

Visitors & Target Marketing

Thousands of decision makers and professionals annually

As the largest trade exhibition for sports and fitness in North Africa, International Sports & Fitness North Africa attracts thousands of decision makers and professionals from Egypt and other North African countries to come together and do business over a period of 3 days.

Who Visits?



By Business Types

- Sports and Fitness Equipment/Product Distributors
- Sports and Fitness Clubs, Health and Wellness Centres
- Hotels and Recreation Centres; School and Universities
- Retailers, Pharmacies and Supermarkets, End-users
- Government Organisations & Others



By Job Titles

- CEOs and Owners
- Directors
- Procurement, Purchasers and Senior Managers
- Sports and Fitness Professionals
- End-users



By Region

- North Africa
- Middle East
- Europe
- Asia

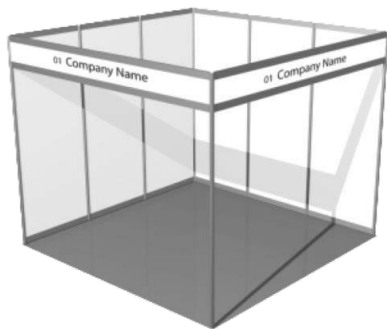


How do we promote our events to reach your targeted audience?

- Press Conferences
- Email campaigns to over 25,000+ visitor, delegate and exhibitor database
- 10,000 personal invitation cards
- 20+ Press Releases on leading industry websites, newspapers, press and magazines
- Advertisements on leading newspapers and radios
- Billboards and street banners
- Press coverage during the event across major English and Arabic TV/Radio/Publications
- Weekly SMS campaigns
- Daily "Show News Journal"
- Social Media Campaigns - (Facebook, Twitter, Instagram and LinkedIn)
- Telemarketing Campaign
- 25+ Media Partnership across the region
- Visitor competitions and cash prizes during the event

Exhibiting & Advertising Options

ISF North Africa is the best way of winning profitable new business in the region, no other event in the Middle East and Africa can bring together manufacturers, distributors and service providers who are looking to increase their presence and meet with key decision makers in the region's sports and fitness sectors.



Shell Scheme Package (minimum 9 m²):
Includes rear and side walls, name board, power, carpet, lighting, hall security, 1 table, 1 counter and 2 chairs

Local Rate: LE 3,000.00 per m²
International Rate: US\$ 385.00 per m²



Space Only Package (minimum 18 m²):
Bare space only – you will need to hire a stand builder of your choice for this option. Your stand design needs to be approved by the Organisers (1 month before the event) before you can build your stand during build-up.

Local Rate: LE 2,750.00 per m²
International Rate: US\$ 350.00 per m²



Catalogue Outside Front Cover - US\$ 3,000 / LE 53,000

Catalogue Outside Back Cover - US\$ 2,000 / LE 35,000

Catalogue Inside Front or Back Cover - US\$ 1,000 / LE 18,000

Catalogue Full Page Advert - US\$ 300 / LE 5,300

To book your exhibition space, please complete the Space Application Form and send to isfnorthafrica@atexinternational.com

Sponsorship Opportunities

Comprehensive marketing platforms to maximise your exposure

Sponsorship provides a great means of broadening your competitive edge by improving your company's image, prestige and credibility by supporting events that your target market finds attractive.

By sponsoring at the International Sports & Fitness North Africa 2019, your company will have the opportunity to promote your products or services to all attendees that may have little or no knowledge of your brand, raise your company profile against competitors and enjoy the benefits of our competitive marketing campaigns.

	Platinum Sponsor US\$ 21,000.00	Gold Sponsor US\$ 14,000.00	Silver Sponsor US\$ 10,000.00
Exhibition Stand	54 m ²	36 m ²	24 m ²
Logo in all pre-event and post-event marketing campaigns	Platinum	Gold	Silver
Logo in all onsite event branding	Platinum	Gold	Silver
Exclusive email campaign	2x	1x	-
Full page advertisement in the official show catalogue	2x	1x	1x
Company logo + 100 words company description in the official show catalogue	Yes	Yes	Yes
Floor tile	2pax	1pax	-





Branding Opportunities

Get your brand out there!

Stand out from your competitors by taking advantage of our onsite branding opportunities.

Lanyards **
Logo on all visitor and exhibitor lanyards

US\$ 7,000.00

Visitor Bags **
Logo on all visitor and exhibitor bags

US\$ 7,000.00

Registration Area **
Logo on the registration desks with pens and uniforms

US\$ 7,000.00

Badges
Logo on all visitor and exhibitor badges

US\$ 5,000.00

Dedicated E-shot (2x)
Targeted email marketing campaign

US\$ 2,000.00

Floor Tiles (2x)
Logo and stand number on directional floor tiles

US\$ 1,000.00

Online Registration Forms
Logo on all online visitor and delegate registration forms

US\$ 5,000.00

Full Page Advert
Advertisement in the official show catalogue

US\$ 300.00

If you are interested in any of our Sponsorship & Branding Opportunities, please contact us at: isfnorthafrica@atexinternational.com



BOOK YOUR STAND TODAY!

Be part of International Sports & Fitness North Africa 2019 today, contact us at isfnorthafrica@atexinternational.com or get in touch with the team:

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7-9 March 2019

The Olympic Center for Training National Teams,
Maadi, Cairo, Egypt

For more information, please visit
www.isf-northafrica.com

Organised by


International Exhibitions

